

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 06255 150812Z

22

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----- 117917

R 150741Z SEP 76
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 1036

UNCLAS TAIPEI 6255

E.O. 11652: N/A

TAGS: BTIO, TW

SUBJECT: FOREIGN LICENSING OPPORTUNITY: SCRATCH-N-SMELL
INTERNATIONAL INC.: OPPORTUNITY NO.: 6-76-037

REF : STATE A-2827

FAR EASTERN TEXTILE LTD., WHOLLY-OWNED SUBSIDIARY OF FAR EASTERN GROUP, HAS EXPRESSED AN INTEREST IN DISCUSSING WITH SCRATCH-N-SMELL INTERNATIONAL ON SUBJECT LICENSING OPPORTUNITY. FAR EASTERN IS SECOND LARGEST INDUSTRIAL GROUP IN ROC AND OWN OWNS SEVERAL TEXTILE MILLS, GARMENT FACTORIES, SYNTHETIC-FIBER PLANTS, CEMENT PLANTS AND CHAIN DEPARTMENT STORES (ONE BRANCH NEWLY OPENED IN HONOLULU). FAR EASTERN TEXTILE LTD. ALSO HAS CONTRACTS WITH MANHATTAN, BVD AND JANTZEN FOR THE MANUFACTURE OF SHIRTS, UNDERWEAR AND WOMEN'S WEARING APPAREL UNDER LICENSES IN TAIWAN. ANNUAL SALES OF FAR EASTERN TEXTILE LTD. REPORTEDLY HIT US\$79 MILLION IN 1975 FOR BOTH DOMESTIC AND OVERSEAS MARKETS. ALSO, FAR EASTERN DEPARTMENT STORES ARE PRESENTLY HOLDING A BICENTENNIAL PROMOTION OF U.S. PRODUCTS THROUGHOUT TAIWAN UNDER THE USDOC IN-STORE PROMOTION PROGRAM. A LICENSING KIT AND/OR OTHER RELATED MATERIALS SHOULD BE SENT TO THE EMBASSY ASAP FOR TRANSMITTAL TO FAR EASTERN.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TAIPEI06255
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760347-1156
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760956/aaaabvrd.tel
Line Count: 50
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-2827
Review Action: RELEASED, APPROVED
Review Authority: vandyklc
Review Comment: n/a
Review Content Flags:
Review Date: 01 MAR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 MAR 2004 by MaustMC>; APPROVED <23 AUG 2004 by vandyklc>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOREIGN LICENSING OPPORTUNITY: SCRATCH-N-SMELL INTERNATIONAL INC.: OPPORTUNITY NO.: 6-76-037
TAGS: BTIO, TW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006